

Strategic Outreach Partnership Request Form

The Department of General Services (DGS) welcomes organizations interested in becoming a Strategic Outreach Partner with our Small Business (SB) and Disabled Veteran Business Enterprise (DVBE) Outreach Program. If the DGS approves you as a partner, you will have the opportunity to receive sponsorship funds for the fiscal year beginning July 1 through June 30. *(The outreach event(s) must be held in California.)*

Please complete the following in order to be considered a Strategic Outreach Partner.

1. Organization Name *(no acronyms)*
2. Organization Mission
3. Organization Primary and Alternate Contact Information
Address
Website
Primary contact: Name
Phone Email
Alternate contact: Name
Phone Email
4. Amount Requested for Strategic Outreach Partnership and event(s)/item(s) to be included in partnership. Please include the projected number of attendees, the type of audience and the purpose for each event.
5. Has your organization received a sponsorship from DGS in the past?
☐ Yes ☐ No
If yes, what was the last amount received? What was it for? Date?
6. How many business outreach events does your organization put on annually? Please list the name(s) and date of event(s).
7. Which of these groups do your events typically target? Check all that apply
☐ Small Business (SB) ☐ Disabled Veteran Business Enterprise (DVBE)
☐ Women Owned ☐ Minority Owned
☐ Disadvantaged Business Enterprise (DBE)
☐ Other *(describe)*
8. How many businesses does your organization connect with annually?
9. How does your organization market to your target audience? Check all that apply
☐ Print Advertisement ☐ Internet
☐ E-mail broadcast ☐ Social media
☐ Other *(describe)*

10. Indicate the regional area where your event(s) will take place. Check all that apply:

- ☐ Northern Region (*Del Norte, Humboldt, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity*)
- ☐ North Central Region (*Butte, Colusa, El Dorado, Glenn, Lake, Marin, Mendocino, Napa, Nevada, Placer, Sierra, Solano, Sonoma, Sutter, Yolo, Yuba*)
- ☐ Sacramento County
- ☐ Central Region (*Alameda, Alpine, Amador, Calaveras, Contra Costa, Mariposa, Merced, Mono, Oakland, San Joaquin, San Francisco, San Mateo, Santa Clara, Santa Cruz, Stanislaus, Tuolumne*)
- ☐ South Central Region (*Fresno, Inyo, King, Madera, Monterey, San Benito, Tulare*)
- ☐ Southern Region (*Imperial, Kern, Los Angeles, Orange, Riverside, San Bernadino, San Diego, San Luis Obispo, Santa Barbara, Ventura*)
- ☐ State of California

11. Does the event(s) provide an opportunity for branding coverage for DGS? Using the list below, please check all that apply:

- ☐ Potential for Collaboration Conference—partner with other local agencies and SB/DVBE organizations.
- ☐ Free booth space for resource partners or other state agencies.
- ☐ Admission of one to two suppliers.
- ☐ Admission to network mixer.
- ☐ Potential to attract a large audience of suppliers.
- ☐ Opportunity to conduct workshops on “How to Do Business with the State” as well as participate on interactive procurement panels.
- ☐ Opportunity to reach potential suppliers from specific ethnic groups and underserved geographic locations.
- ☐ Offer high visibility for the DGS to take a leadership role in key communities and potential speaking opportunities for DGS and agency executive level staff.
- ☐ Potential to work with reciprocity partners to achieve the highest level of information sharing between all public and private entities and to increase the percentage of SB/DVBE contracts in all programs.
- ☐ Opportunity for the DGS to advertise through organization website, printed event program, marketing material.

In addition to completing this online application form, please send a copy of your organization’s information package to:

Danetta Jackson
Department of General Services, Procurement Division
707 3rd Street, 2nd Floor
West Sacramento, CA 95605

Please submit the form by March 31 of each year for the ensuing fiscal year, July 1 through June 30.